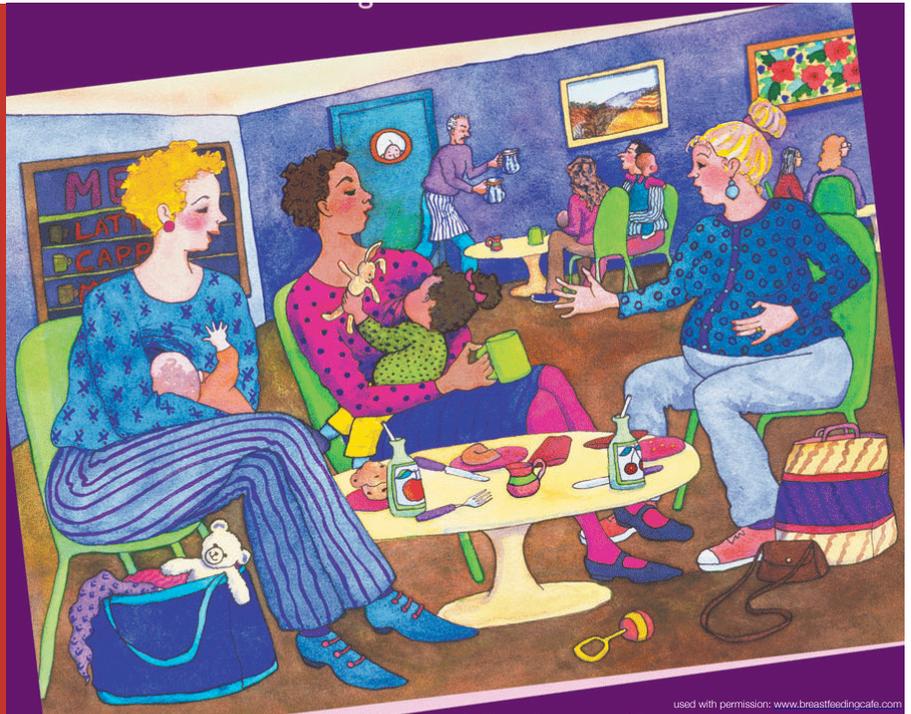


ANNUAL REPORT

2006



Utah Breastfeeding Coalition Celebrating our Success

Kelly Davis Garrett

On behalf of the Utah Breastfeeding Coalition, I am pleased to present our Annual report. We are proud of our accomplishments, and look forward to 2007.

It was a year of changes and new energy for the Coalition, as chronicled in the pages that follow. We kicked off in January, as 3 Utah delegates participated in the US Breastfeeding Committee's Coalition Conference in Washington, DC. I was joined by Corresponding Secretary Alissa Weller and UBC Immediate Past President Judy Harris. We were impressed by the enthusiasm and innovative ideas generated by this

first ever event, and look forward to 2008's meeting.

Revisions to our bylaws were approved, including the creation of an Executive Committee (the Board and Committee Chairs) and revised goals (see page 4). We also changed our name to the Utah Breastfeeding Coalition.

We have new partners which have joined the Coalition in 2006, including Corporate Sponsors and Organizational Members. These partners, combined with our steadfast members, are vital to the success of our organization, and we thank them for their continued support.

There are many opportunities for our members and friends to serve to promote, protect and celebrate breastfeeding in Utah. As you renew your membership for 2007, please consider: *what role you will take to help ensure that Utah's children and their mothers are enriched by their breastfeeding experience.*

I have personally been enriched by service to the Coalition in 2006, and am grateful to each of those who served on the Executive Committee for their commitment as fervent volunteers. Together we made a difference!

Education Committee

Chairs: Lois Foard & Elizabeth Smith

The UBC Education Committee's mission is to promote breastfeeding education of healthcare professionals through active outreach and training programs. Goals for 2006 included: review of breastfeeding curriculum content of colleges and universities, and offering guest lectures from our membership's speakers bureau.

From January to June, Lois Foard was the chair of the education committee. She resigned in June to concentrate on her role as a caregiver. Thank you Lois for your enthusiasm to breastfeeding education and promotion. Elizabeth Smith assumed the Chair of the Education Committee, and has agreed to serve through 2007. The committee has been strengthened by its members: Brenda Gulliver, Jay Moreland, Julie Fikstad, Kristi Thompson and Andrea Lythgoe.

In April, the Coalition touched hundreds of community members and vendors at the Mommy's Market at the South Towne Expo Center and dozens more professionals at the Utah Dietetic Association Conference. Education and Promotion & Committees were involved in making the Mommy's Market a "baby friendly" event: absent was the marketing of products known to threaten breastfeeding (e.g., artificial supplements and pacifiers). UBC members staffed booths and provided consultation, written information, and resources to attendees.

Lisa Harper, Judy Harris, Emily Waddoups, Lois Foard and Jean Hermann enjoy staffing a table at the Mommy's Market at the South Towne Expo Center in Murray. The Coalition partnered with Babies-R-Us in creating a nursing lounge at this weekend event.

Intermountain Health Care hosted a 2-day conference in June in Salt Lake City entitled *Sharing the Science of Infant Feeding*. Coalition President Kelly Davis Garrett was among the local and internationally known presenters, including Nancy Mohrbacher and Nils Bergman. Kathy Pope graciously staffed a booth to boost UBC membership.

In June, we were invited to present at the Family and Consumer Sciences Conference held at Hillcrest High School. Jay Moreland presented: *The Science and Art of Breastfeeding: Preparing Tomorrow's Parents to be Healthy Families* to a group of secondary educators. His presentation was well received and several teachers commented that they would be interested to learn more on breastfeeding information and resources. Some teachers admitted that they did not know if there is curriculum for breastfeeding but felt a need for it. Many stated that they would change the content of their lessons on breastfeeding to reflect more recent literature. We look forward to further cultivating this sustainable outreach program in 2007.

In August, the Coalition had its ambitious, month-long outreach event: The Breastfeeding Café (see page 4). The keynote

speaker and author of *The Breastfeeding Café*, Barbara Behrmann, gave three presentations to different audiences, including a half-day workshop for professionals entitled *What Women Don't Tell Their Healthcare Providers*. Local talent was showcased with Jay Moreland's *Breastfeeding is Good Medicine*, and Kelly Davis Garrett's *The Mother of All Relationships: How healthcare providers can support lifelong child and maternal health (and the consequences of not doing it)*. Nicole Bernshaw was instrumental in orchestrating continuing education credits for IBCLCs.

At the request of Community Heath Clinics, Kelly Davis Garrett presented a version of her presentation from the Breastfeeding Café workshop in November.

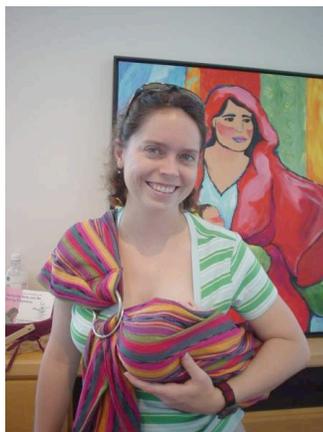
We look forward to continuing to strengthening professional knowledge and understanding of breastfeeding among Utah professionals in 2007. We are seeking talent to add to our list of lecturers. Perhaps you have given a presentation or grand rounds talk which you would like to share with the Coalition during our regular meetings, or as a part of the Education Committee's outreach efforts. Share your wisdom and enthusiasm on behalf of the coalition!



Promotion & Marketing Chair: Kathy Pope

The Promotion & Marketing Committee worked closely with the Executive, Education, and Policy committees, as well as other Coalition members in accomplishing or making progress in several projects. A few of our notable outcomes included:

- 40 Utah Breastfeeding Resource Guides were distributed to obstetrical, family practice and pediatric care providers affiliated with the University of Utah. If you would like a Resource Guide, it's available on our website: www.utahbreastfeeding.org.
- A mailing including an introductory letter, Coalition brochure, application form, Breastfeeding Café flyer and continuing education workshop was sent to over 600 providers statewide. We had great support from volunteers who prepared this mailing!
- A nursing lounge and Coalition table was staffed by members of the Education Committee at Mommy's Market, and a promotional ad was created for the event coupon book.



- The Coalition is listed in the Utah Council for Worksite Health Promotion's Worksite Health Promotion On-line Resource Directory, and an ongoing goal is to be included in their annual conference.
- The Coalition had displays and dialogued with professionals in lactation and perinatal care at Intermountain Health Care's conference *Sharing the Science of Infant Feeding* in June and at the University of Utah's conference *A Day with Paula Meier events*.
- The Rubio's fundraiser was promoted and staffed: A fun opportunity after a busy August Breastfeeding Café!

The success of the Promotion and Marketing Committee has been facilitated by generous in-kind donations, most notably the Utah Department of Health provided printing for most all of the Coalition's materials for 2006. Thank you!

Ongoing and future plans include: commercial printing of Coalition brochures for future events and more widespread distribution of Resource Guides, design and production of a Coalition banner, early planning and promotion of the 2007 Breastfeeding Café and continuing education workshop. Michelle Scharf, President of the Utah Birth network is interested sharing mutual webpage links, and this has not been discussed with the Executive Committee or pursued.

Growth and development of this committee is a strong need, and committee members have enjoyed networking and professional development opportunities. Join our team!

Christy Porucznik and daughter Zoey celebrate their nursing challenges and triumphs at the Breastfeeding Café in the SHARE space at The City Library in Salt Lake City. The background features original art donated to the Café and Coalition by Kathy Grossman.

Utah Breastfeeding Coalition:

Mission

To collaboratively promote, protect, and support breastfeeding in the State of Utah.

Goals

- Encourage mothers to initiate and continue breastfeeding.
- Increase the public understanding that breastfeeding is the normal course for nourishing children & that efforts to undermine breastfeeding are serious threats to the health of children and women.
- Contribute to a supportive and accepting social environment with respect to breastfeeding.
- Model policies and practices that promote & support breastfeeding in all sectors of the health care system.
- Support the establishment of model policies in work sites & child care facilities that foster a positive environment for breastfeeding.
- Encourage active support for breastfeeding among key community leaders.
- Encourage key agency leaders others who influence these individuals or groups to take action & develop concrete policies in support of breastfeeding.

Milk Bank Task Force

Chair:
Nicole Bernshaw

The Milk Bank Task Force is working to establish a non-profit human milk bank in Utah. Nicole Bernshaw has been the creative and organizational force behind this monumental effort. Nicole is currently dialoguing with players in local organizations to assess the feasibility of forming



a partnership for the formation of a milk bank.

The Task Force created a Frequently Asked Questions document in preparation for a panel discussion on Human Milk Banking to be hosted by the Utah Breastfeeding Coalition. This informative publication was the creative efforts of task force members including: Nicole Bernshaw, Kelly Davis Garrett, Lisa Harper, Susan Johnson, and Elizabeth Smith. Ad hoc reviewers for this document included: Larain Lockhart Borman, Robert Christensen, and Susan Rugg. A copy of the Milk Bank FAQ is included with this report or can be viewed by visiting our website at www.utahbreastfeeding.org. Other Task Force members include: Ellen Lechtenberg, Deanne Francis, Shannon Clegg, Sue Bedard, and Gary Chan.

Our lively panel discussion in August included presentations by Nicole Bernshaw and Susan Rugg, owner of the Birth and Family Place in Holladay. Susan's facility is currently a milk collection site for ProLacta BioScience. Through their presentations, Coalition members were able to learn more about the non-profit and for-profit models of human milk banking. Ronnie Lynn, a respected writer with *The Salt Lake Tribune*, was in attendance. Her report made the front-page of the *Trib*. This meeting inspired a hearty group of task force members to continue investigating the establishment of a milk bank in Utah.

We have accomplished much in a few short months of volunteer time. However, there is much to do to make the Utah Milk Bank a reality. Do you have any time and talent that you or a colleague could contribute to the Task Force? Contact the Utah Breastfeeding Coalition (bfutah@yahoo.com) if you are interested in working toward this worthy goal.

Utah Milk Bank Task Force Needs for 2007

Laboratory:

freezer, refrigerator, pasteurizer, dishwasher, ice maker, and rolling cart.

Office:

desk, chair, filing cabinet, bookshelf, printer, and computer.

Serological Donor Testing:

HIV-1, HIV-2, Hepatitis B surface antigen, Hepatitis C, HTLV-1, and syphilis.

Staff:

Medical Director (on-call)
Director of Operations (Full-Time)

Start-up funds needed for first year of operations:
\$ 100,000.

2007 Officers

President

Lisa Harper

President Elect

Patrice Isabella

Secretary

Phyllis Crowley

Treasurer

Marie Nagata

Committee Chairs

Membership & Nominating

Emily Waddoups

Education

Elizabeth Smith

Promotion & Marketing

Kathy Pope

Policy

Ellen Kitzmiller

Milk Bank Task Force

Nicole Bernshaw

Breastfeeding Café

Susan Johnson

Treasury & Fundraising

**Treasurer:
Marie Nagata**

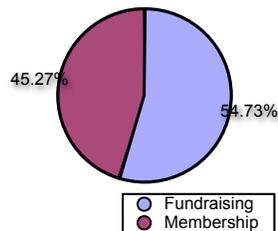
The Coalition accomplished many goals on a shoestring budget, thanks in large part to the in-kind donations and donated talent of our enthusiastic partners, members, and friends. Thank you to all who contributed in 2006!

We held our first Utah Breastfeeding Coalition fundraiser at Rubio's Grill of Salt Lake City in September. Friends of the Coalition turned in a flyer when paying for their food and Rubio's generously contributed 20% of each sale to the Coalition. We raised \$200.83 in one evening! We also provided information about the Coalition and breastfeeding at a table during the event, and provided support to a breastfeeding employee. Thanks to the staff at Rubio's and all those that supported this event!

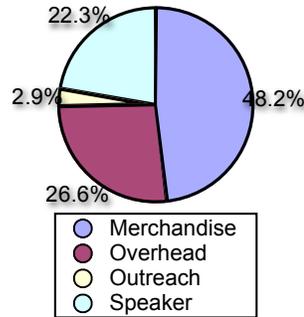
Other administrative changes were made in 2006, including:

- Officially changing our name from Utah Coalition to Promote Breastfeeding to Utah Breastfeeding Coalition
- Application for Charitable Organizations Permit through the Utah Department of Commerce.
- Establishing an account through PayPal to accept credit and debit card payments
- Making changes to our website, including our host, Xmission.

2006 Revenue



2006 Expenses



In 2007, our goals include:

- "passive fundraising" by encouraging members to register donations to UBC for qualified purchases through Tricordia.com
- Pursuing 501c3 status- making UBC a charitable organization.

Policy Committee

Chairs: Jean Herrmann & Ellen Kitzmiller

The Coalition Policy Committee has continued initiatives begun in 2005 to promote workplace support of breastfeeding employees. The Policy Committee has continued to grow and make gains in promoting workplace support, even with changes in its leadership. Jean Herrmann was quickly initiated into Coalition leadership as Chair of the committee until August, when Ellen Kitzmiller replaced her following her retirement. During her tenure, Jean drew upon her expertise in human resources management in advocating to Rocky Anderson's administration the business-case for breastfeeding. Thank you Jean for your initiative on this project, and for your leadership with the Policy Committee!

Kathy Pope has enthusiastically continued the work of the 2005 Policy Committee in assessing workplace support among state agencies. The Workplace Breastfeeding survey was sent to over 300 state affiliated agencies. The results offered a view into current practices, workplace benefits, and attitudes on workplace lactation. A total of 43 interested respondents were sent a packet of materials and offered collaborative services. A follow-up evaluation survey will be sent to these respondents in December. A poster was produced which was shown at the Breastfeeding Café, a La Leche League meeting, presented at the state WIC conference, and at the Rocky Mountain Public Health Education Summer Consortium.

Several Coalition members attended a teleconference presented by the CDC and the United States Breastfeeding Committee on Workplace Lactation in October. This was a great opportunity to hear of resources available to worksites from the CDC, as well as learn of the triumphs and challenges other state coalitions face in promoting workplace support. Check out these great modules at: <http://www.cdc.gov/nccdphp/dn/pa/hwi/toolkits/lactation/index.htm>. Thanks to Kathy Pope for hosting the teleconference.

Ellen Kitzmiller and the Policy Committee are joining forces with the Utah Non-profits Association to update UBC bylaws and to achieve 501c3 status so that the Coalition will be a charitable organization. Collaboration with the Promotion and Marketing Committee will continue to establish solid breastfeeding policies in the workplace. If you are interested in joining the Policy Committee, please contact us at bfutah@yahoo.com!

Breastfeeding Café

Chair:
Susan Johnson

The Breastfeeding Café first opened its doors throughout August at the Salt Lake City Main Public Library Share space. We operated during library hours and had great success in reaching out to the public.

What happened at the Breastfeeding Café?

- Breastfeeding had a daily presence in Salt Lake City.
- Passersby learned about breastfeeding, remembered and shared their own breastfeeding experiences, and considered for a moment how breastfeeding impacts daily life. Hourly numbers viewing and visiting the Café ranged from 5 per hour to 95 per hour! Overall, we reached thousands of library patrons and other visitors.
- We received television and radio exposure for the Breastfeeding Café and for the issue of “breastfeeding and the workplace.” Innumerable Channel 2 viewers and KCPW listeners learned about breastfeeding and the Utah Breastfeeding Coalition.
- Our Coalition meeting for August featured panelists and discussion regarding different models of milk banking.
- Conversations about human milk banking inspired newspaper coverage and discussion of a milk bank in Utah.
- There was a public lecture by The Breastfeeding Café author Barbara Behrmann. Her talk was very well received by attendees.
- We held a day for continuing education for professionals that included a talk by Barbara Behrmann and talks by Kelly

Davis Garrett and Jay Moreland.

- Dr. Behrmann hosted a writer’s workshop that several mothers attended and enjoyed.
- Raffle tickets, t-shirts and books were sold.
- Coalition members were able to network and increase members.
- La Leche League of Salt Lake City held meetings each week in August near the Café in the Main Library
- Other events ranged from the crochet a sling workshops to the handprint collage children created to illustrate the “breastfeeding touches us all” theme.

- Breastfeeding is a welcome topic in downtown Salt Lake.
- The simpler the better when communicating with the public!
- The Main Public Library offers enormous exposure and “legitimizes” our issues for many.
- Volunteers are our most important resource. We must nurture our volunteers.
- A stable presence brings return visits.
- Mice prefer quiet time to enjoy our muffin crumbs. Also, a stable presence brings return visits of the mice!

What challenges lie ahead?

- Attracting a larger task force for the Breastfeeding Café 2007.
- Training volunteers in advance.
- Strategic use of all our resources, including “insider info” from our Coalition members. In particular, we can expand our understanding of the Breastfeeding Café to include other World Breastfeeding Week events.

What’s will UBC’s celebration of World Breastfeeding Week be for 2007?

Planning is beginning for another Breastfeeding Café which will engage the public about the need for support and celebration of breastfeeding families in Utah. It took a “village” to create the Café in 2006. Those interested in lending their talent to this enriching and rewarding event should contact co-chair Susan Johnson (phone 801-355-5838) and attend the first 2007 Café planning meeting. It will be at the Main Salt Lake City Library on Tuesday February 20th at 5:30 in the Atrium (near main entrance).

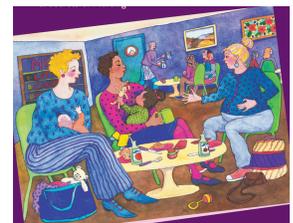
Talent needed for 2007 Café

LEADERSHIP ROLES:
Media Relations
Fundraising
Events Coordinator
Evaluation & Celebration

VOLUNTEERS NEEDED IN AUGUST:
Café Staffing
Special Events:
e.g., massage therapists

What did we learn from the Breastfeeding Café experience?

- The Breastfeeding Café is an outreach activity. Our biggest impact was the one-on-one experience of passersby.
- We do not need to spend a lot of money to make a big impact.



Coalition Vision for 2007

President-Elect:
Lisa Harper

I am excited to start another great year with the Utah Breastfeeding Coalition. We are grateful to the Board Members and Committee Chairs for their service in 2006, particularly to Kelly Davis Garrett who served well in her term as President. We are mindful of the many hours of service that were rendered in behalf of the Coalition and the many activities we participated in this year.

Our goal for the year 2007 is to grow our membership to 100 members by August 31st. We are confident that as we increase in numbers, we will be able to increase the exposure we have in our community while we pursue worthwhile activities to promote breastfeeding and support breastfeeding families. In the next five years we want to increase membership and activity throughout the state of Utah so that there are satellite branches of the Utah Breastfeeding Coalition in regions other than the Wasatch Front.



A well-known theory for achieving things in an organization is the Dream-Do-Celebrate cycle. We dream of the things we want to accomplish, we do the work to accomplish the goals we set, and we celebrate our successes. I would invite you to think about this cycle in respect to breastfeeding.

Do you have *dreams* about what our community can be like in support of breastfeeding? What are you currently *doing* to promote and support breastfeeding? How can you *celebrate* the great things you have done to increase understanding and support of breastfeeding? Join with us in our efforts as we strive together to increase exposure to breastfeeding!

We've moved!

Website
www.utahbreastfeeding.org
Host: Xmission
Webmistress: Marie Nagata

Toll-free phone
1-877-632-7975

Maintained by:
Alissa Weller

E-mail
bfutah@yahoo.com

2007 Calendar

February

13th @ Cannon Bldg.+
12:00 to 1:30 pm UBC Mtg: "Ban the Bags" USBC Teleconference*

20th @ The City Library Atrium, SLC
5:30 pm Breastfeeding Café Planning Meeting

24th Murray High School
Successful Mothering Convention "Myths of Breastfeeding" Kirsten Magel, RN

April

10th @ Cannon Bldg.+
12:00 to 1:30 pm UBC Mtg: (Topic TBA) USBC Teleconference*

12th & 13th Layton
Utah Dietetics Assoc. Conference

May

8 @ Community & Family Health Clinic Bldg.
44 N. Medical Drive (1790 East)
12 to 1 pm UBC Mtg: "Biochemistry & Immunology of Breastmilk" Ellen Lechtenberg, RD* 44 Medical Drive Conference Room A & B

June

12th @ Cannon Bldg.+
12:00 to 1:30 pm UBC Mtg: (Topic TBA) USBC Teleconference*

August

1st-31st @ The City Library, SLC
Breastfeeding Café (1st through 7th: World Breastfeeding Week)

14th @ Cannon Bldg.+
11 am Executive Committee Mtg.
12:00 to 1:30 pm UBC Mtg: (Topic TBA) USBC Teleconference*

Sept./Oct. TBA

Workshop: speaker & topic TBA—4 hrs*

October

9th @ Cannon Bldg.+
12:00 to 1:30 pm UBC Mtg: (Topic TBA) USBC Teleconference*

December

11th @ Cannon Bldg. #101
12:00 to 1:30 pm UBC Mtg: (Topic TBA) USBC Teleconference*

+ State Health Dept., Room 401, SLC
* Continuing Education Units Available

Governor's Declaration—

In August Governor Jon Huntsman signed this declaration stating that August was Breastfeeding Month in Utah.



WHEREAS, human milk is known to be the optimal food for infants and is known to have significant advantages for infants, children, and nursing mothers; and

WHEREAS, breastfeeding provides superior nutrition for infants and can provide a measure of protection against most infections and allergic disorders; and

WHEREAS, breastfeeding also strengthens the nurturing relationship between a mother and her child, promoting stronger family bonds and positive self-esteem for mothers; and

WHEREAS, research suggests breastfeeding also provides short and long term health benefits to the nursing mother; and

WHEREAS, breastfeeding also has the potential to decrease government costs for food programs such as WIC and Medicaid and to decrease general health care costs for infants; and

WHEREAS, appreciation and support should be expressed to all breast-

feeding mothers and their support groups; and

WHEREAS, breastfeeding should be promoted as one of the best health investments for Utah's children; and

WHEREAS, the Utah Breastfeeding Coalition consisting of health professionals, educators, policy makers, hospitals, employers, public health and other community agencies, is working together to promote breastfeeding in the State of Utah;

NOW, THEREFORE, I, John Huntsman, Governor of the State of Utah, do hereby declare August 2006, as Breastfeeding Month in Utah, and encourage citizens to actively participate in promoting and supporting breastfeeding.



The Utah Breastfeeding Coalition thanks our generous sponsors of the Breastfeeding Café!

Salt Lake City Public Library—
Matt McLain

Babies R Us—
Collette Flanagan & Ashley Snarr

Utah State Health Department
Reproductive Health— Lois Bloebaum

The Kura Door

Blue Sky Perennials

Utah State WIC Department
Medela

Mary Kay Cosmetics—
Trina Thomson

Hogi Yogi of American Fork
The Tin Angel Catering

Prenatal & Infant Massage—
Sharon Hansen & Dorothy Byrne

Embassy Suites Hotel—
Connie Harmston

La Leche League of Salt Lake, Park
City & Sandy— Kirsten Magel,
Bobbi Fosburg, Gretal St. Onge,
Nicole Bernshaw & Kathy Gross-
man

Barbara Behrmann, Vanessa Elias

Media: Julie Rose, Ronnie Lynn,
Natalie Tibbs